

**Monthly Account
Performance Report
1 Mar 2021 — 31 Mar 2021**

Edelman

932-459-0548

Key Performance Indicators (KPIs)

Cost

\$3,406

↓ 3%

Conv

54.7

↑ 39%

Conv Rate

9.66%

↑ 104%

Cost / Conv

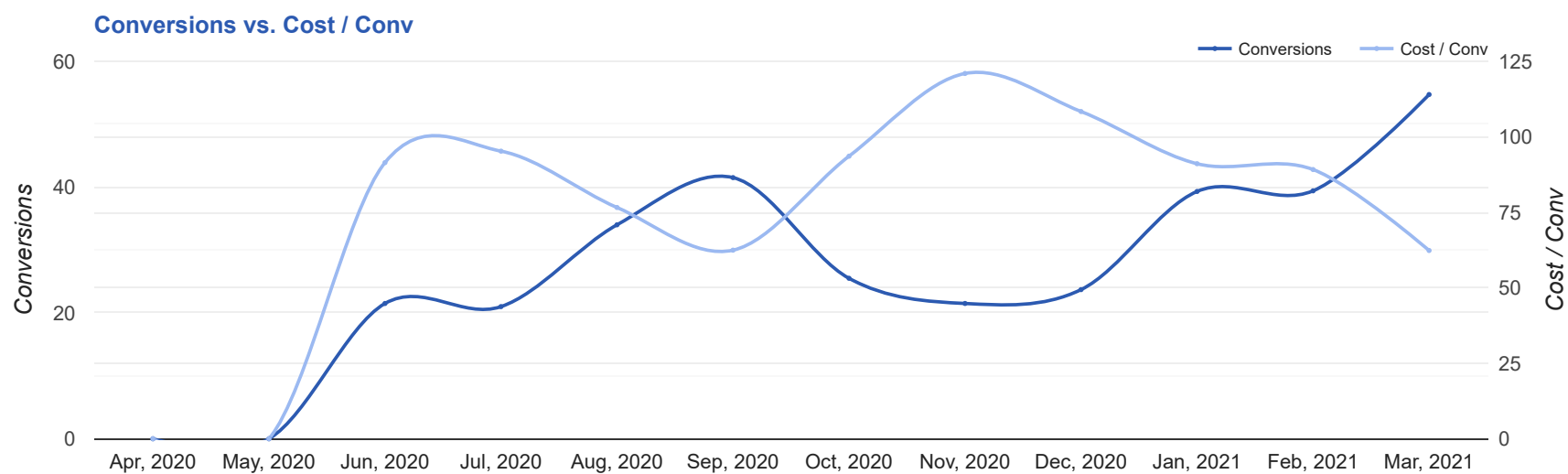
\$62.33

↓ 30%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	13,940	830	\$3,507.30	\$4.23	5.95%	-	39.4	4.74%	\$89.13	24.34%
1 Mar 2021 — 31 Mar 2021	6,336	566	\$3,406.40	\$6.02	8.93%	-	54.7	9.66%	\$62.33	21.3%
Change	7,604 ↓ 55%	264 ↓ 32%	\$100.90 ↓ 3%	\$1.79 ↑ 42%	2.98% ↑ 50%	0 ↔ -	15.30 ↑ 39%	4.92% ↑ 104%	\$26.80 ↓ 30%	3.04% ↓ 12%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jun '20	2,517	242	\$1,965.63	\$8.12	9.61%	-	21.5	8.88%	\$91.42	75.61%
Jul '20	4,104	328	\$1,999.69	\$6.10	7.99%	-	21	6.4%	\$95.22	67.47%
Aug '20	14,114	687	\$2,603.44	\$3.79	4.87%	-	34	4.95%	\$76.57	21.44%
Sep '20	13,010	654	\$2,591.26	\$3.96	5.03%	-	41.5	6.35%	\$62.44	24.72%
Oct '20	6,952	402	\$2,385.63	\$5.93	5.78%	-	25.5	6.34%	\$93.55	21.3%
Nov '20	8,449	473	\$2,599.89	\$5.50	5.6%	-	21.5	4.55%	\$120.93	24.9%
Dec '20	9,808	574	\$2,564.48	\$4.47	5.85%	-	23.7	4.12%	\$108.34	24.16%
Jan '21	13,530	816	\$3,581.45	\$4.39	6.03%	-	39.3	4.82%	\$91.06	24.33%
Feb '21	13,940	830	\$3,507.30	\$4.23	5.95%	-	39.4	4.74%	\$89.13	24.34%
Mar '21	6,336	566	\$3,406.40	\$6.02	8.93%	-	54.7	9.66%	\$62.33	21.3%
Total	92,760	5,572	\$27,205.17	\$4.88	6.01%	-	322	5.78%	\$84.49	24.56%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,772	362	\$2,830.42	\$7.82	13.06%	-	45.3	12.52%	\$62.47	87.79%
search beta coolsculpting exp reach	3,564	204	\$575.98	\$2.82	5.72%	-	9.3	4.57%	\$61.73	13.93%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

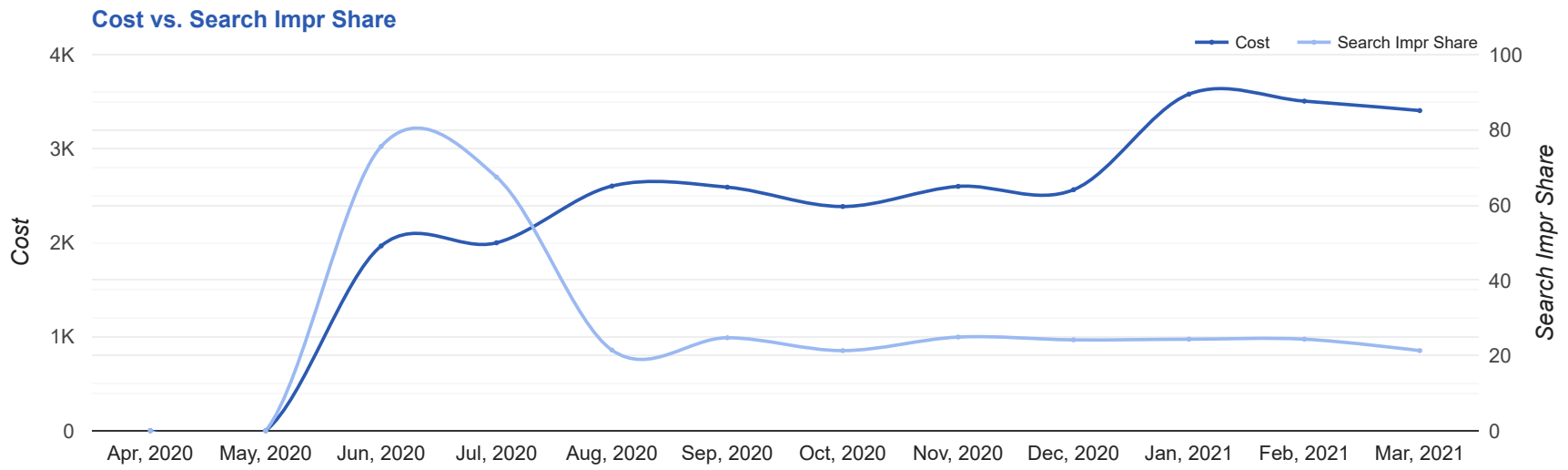
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo www.juliaedelmanmd.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	245	64	\$306.01	\$4.78	26.12%	-	7.5	11.72%	\$40.80
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo www.juliaedelmanmd.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	450	40	\$306.51	\$7.66	8.89%	-	4.3	10.78%	\$71.12
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo www.juliaedelmanmd.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	212	14	\$129.29	\$9.23	6.60%	-	4	28.57%	\$32.32
Dr. Julia Edelman - Fat Reduction in Middleboro - Non-Surgical Fat Reduction www.juliaedelmanmd.com/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,411	85	\$249.70	\$2.94	6.02%	-	2.3	2.74%	\$107.17
CoolSculpting® Fat Reduction - Freeze Away Body Fat - \$1,000 Off 6+ Treatments www.juliaedelmanmd.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	12	1	\$6.91	\$6.91	8.33%	-	2	200.00%	\$3.46

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

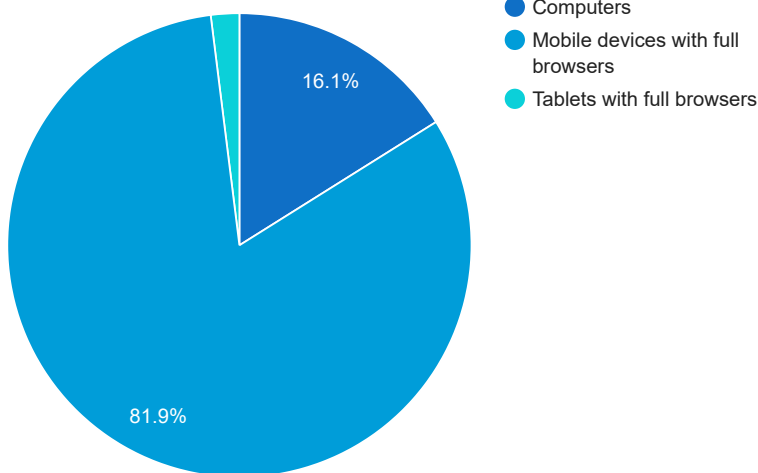
Budget Coverage



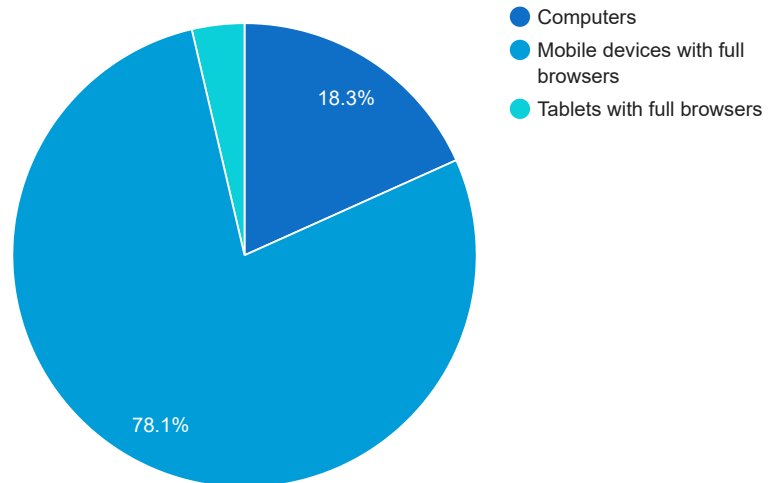
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	1,965.63	75.61
Jul, 2020	1,999.69	67.47
Aug, 2020	2,603.44	21.44
Sep, 2020	2,591.26	24.72
Oct, 2020	2,385.63	21.30
Nov, 2020	2,599.89	24.90
Dec, 2020	2,564.48	24.16
Jan, 2021	3,581.45	24.33
Feb, 2021	3,507.30	24.34
Mar, 2021	3,406.40	21.30

Cost and Conversions by Device

Cost



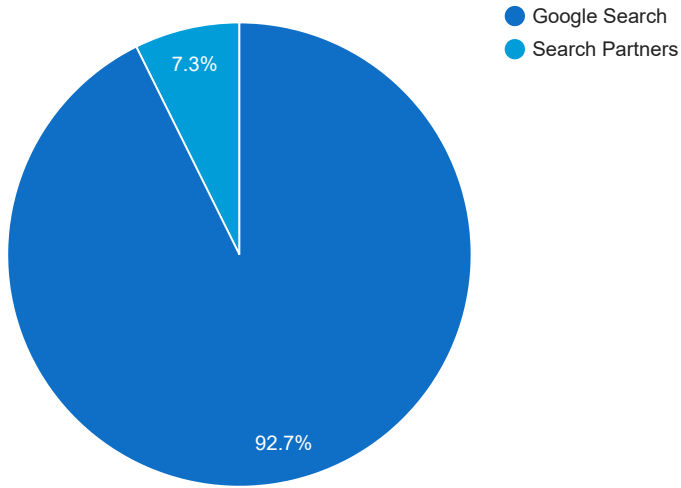
Conversions



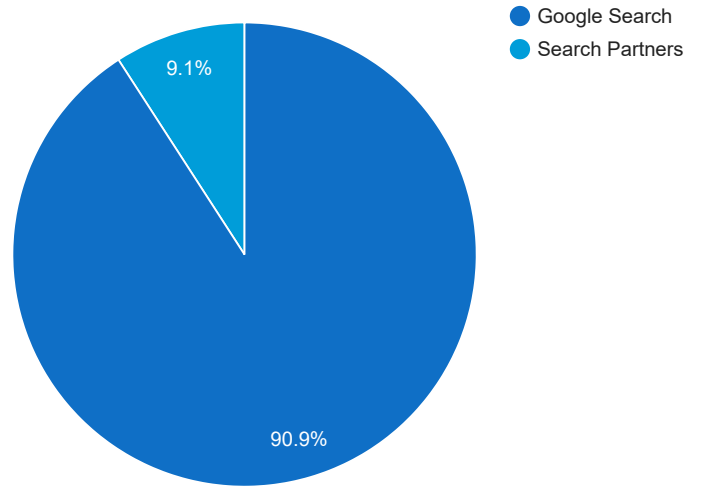
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	5,209	473	\$2,790.99	\$5.90	9.08%	-	42.7	9.02%	\$65.44
Computers	961	75	\$547.97	\$7.31	7.8%	-	10	13.33%	\$54.80
Tablets with full browsers	166	18	\$67.44	\$3.75	10.84%	-	2	11.11%	\$33.72

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	5,973	486	\$3,156.63	\$6.50	8.14%	-	49.7	10.22%	\$63.58
Search partners	363	80	\$249.77	\$3.12	22.04%	-	5	6.25%	\$49.95

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Lead - Form Submit	33.7
Click to Call	16.9
Phone Call	4

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for